

LinkedIn Message Templates

Connection Request:

Greetings {First Name}- After peepin' your profile & as a risk advisor specializing in San Diego IT firms, I'd be honored to be a part of your network and share new perspectives for addressing risk with you from time to time. Here's one of my recent LI posts: <https://bit.ly/mnlop>

"Lisa - Here's a link to free 24 page guide to help {company} reduce your Total Cost of Risk. If you like what you read, let's connect. If not send me your best objection."

Connection Welcome: (within 24 hours of connecting)

Try it out...

When you introduce yourself, you add substance to your profile. You appear serious and committed to your cause.

Imagine yourself in a face-to-face situation. You're at a business event and you approach someone. What do you do?

You shake hands, introduce yourself, say a little something about your business, and you ask about them.

It's the same when networking on LinkedIn. You need to politely present yourself.

Describe a little bit more about who you are, but keep it simple. Make it about the recipient or prospect. Be interested— not interesting.

Why not try it out with your new connections today?

Hey Name,

Thanks for connecting. I'd love to learn a bit more about you and what you do when you have a moment.

Me, I'm currently working in <State a bit about what you do here. Keep it short and simple>

Let's stay in touch...

Your Name

Hey Name,

Thanks for accepting my connection! I'd love to learn a bit more about you and [Your prospect's business name] when you have a moment? As for me, I work with <Your target market and the results you provide. Keep it short and simple>.

Anyway, thanks again for connecting— stay in touch.

Your Name

Hey {First Name}... so great to connect with you.

(Add an observation from their Profile, post they made, comment they left...)

If I can help pave the way on an introduction, or you find anything interesting on my Profile...

Let me know.

Looking forward to staying in touch.

Your Name

Or...Two quick questions...

Great to connect with you, {First Name}

(Two short sentences- value you plan to share with them on LI; what on their Profile made you decide to request a Connection)

So now, I'm curious...

What would you like to achieve from us being connected here on LinkedIn?

What in my Profile attracted you and helped you decide to connect?

Plant the seed for a call:

Thanks for connecting, {First Name}.

I'm wondering if we could help each other in any way...

I'd like to reach out sometime in the next few days simply to formalize this introduction.

Perhaps with a quick phone call, or over a cup of coffee?

Thoughts?

Welcome or Re-Connect Message with a Value Tease to set up a Phone Call Follow Up:

Over the past two years, the one thing I've heard more than anything else when talking with (your Target Market) is that they (problem they have, but don't want; Result they want but don't have)

(EXAMPLE: Over the past two years, the one thing I've heard more than anything else when talking with founders of growing IT firms in Dallas is that even though they feel they have bullet-proof internal cyber-security procedures, the fear of the unknown and exactly what type of cyber-liability coverage to purchase is confusing and a major frustration.

Does this sound familiar?

Well, as we just turned the page on 2020, I'm planning to share my proven cyber-liability risk management strategies and insights, and cyber-security loss prevention systems to protect growing Dallas area IT firms from disaster.

By the way, I'm sharing this with my 1st Level Connections ONLY.

Interested?

Reply “YES” and I’ll share this info with you.

Again, it’s great to connect, and I wish you continued success for the rest of 2018.)

Follow up within 2 hours with a phone call to positive responses.

An idea tease...

I have an idea that might just help you.

(Short sentence: A deep insight into: 1. A problem they have and don’t want or 2. A result they want but don’t have.)

1. How to avoid wasting your time getting renewal bids on your insurance program... but make sure you’re getting the best price, coverage, and service
2. 5 steps you can take to lower your Work Comp costs so you can improve employee morale and bid jobs competitively)

I made a short video that explains how it works.

Would you like to see it?

Short Survey: (7 days after connecting)

{First Name} In talking with leaders in the San Diego IT space, I’m hearing serious concerns about the risks they face everyday... both known and unknown.

As a {their title/role} in the IT space, what is your biggest risk you currently face?

1. Cyber-Liability- protecting our own/clients' data
2. Errors & Omissions- Providing inaccurate or incorrect advice or service that results in a major business loss for a client
3. Employment Liability- A sexual harassment, discrimination or, wrongful termination of an employee
4. Attracting and Retaining Technical Talent- Having an attractive and cost effective Employee Benefits package
5. Other_____

Thanks for your insights.

Your First Name

They respond- Suggest a phone call (within 24 hours of response)

Thanks {First Name}... your response is much appreciated.

I'm wondering if a short conversation to explore your concerns about (risk they mentioned) and a few insights on how other San Diego IT firms are addressing this business challenge would make sense for you?

What day/time is best to hop on a short 15 minute call works best for you next week?

Your Name

Or, pick up the Phone and Call “em

When you get a positive response to a LinkedIn message, respond within 2 hours, if at all possible.

Respond within 2 hours- you have a 95% chance of turning a genuine interested inquiry into an opportunity.

CALL them. Pick up the phone. Lots of people don't check their LinkedIn messages. Be proactive.

If they're not available, do the Combo Prospecting 3 step- Leave a Voice Mail, send them an email, send a LinkedIn message.

No response to short survey- (7-14 days later)

Hey {first name}

Your fellow IT firm leaders have responded.

They are concerned about how to identify and get a handle on their cyber-liability risks.

Here's an article I recently wrote that offers a few insights: (link to article)

Your thoughts?

Your Name

Monthly Message

{First Name}... here's an article on {risk/business insight} you might find helpful... love to get your insights on it.

{Link to article- your own or outside authority}

How are things in your world?

Your Name

Reconnect Message (send to Target Prospects)

{First Name}

It seems we've been connected here for quite some time...

Yet, I've not kept in touch with you. My bad.

Let me know if I can help pave the way on a Connection...

Or if you find something compelling on my Profile, shoot me a reply.

OK?

Your Name

**Need Insights and Strategy
to Craft LinkedIn Messages
and Learn How to
Connect > Engage > Convert
Leads Using LinkedIn?**

If so, let's talk, ok?

Perhaps My **Done For You Authority Content Service and Customized Prospecting/LinkedIn Training** is EXACTLY the answer for you?

[Check Out Your Options Here](#)

And I Invite You to Schedule a No-Cost, No-Obligation Authority Content Strategy to Explore Your Options.